

2007 INDIANA TOURISM REPORT

to Governor Daniels



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Indiana Tourism Council 2007 Year in Review

The 35-member Indiana Tourism Council, established in 1997, acts as an advisory group to the Indiana Office of Tourism Development (IOTD) and is an active forum for planning, decision-making and consensus-building for Indiana's tourism industry. Non-members are encouraged to become involved through workgroup participation.

The council is chaired by Lt. Governor Becky Skillman and is comprised of the following members:

Governor-appointed council members:

- Jim Butler, Bloomington
- Li Ping Cai, West Lafayette
- John Chidester, Santa Claus
- Donna Christian, Edinburgh
- John Harris, Indianapolis
- Rick Hofstetter, Nashville
- Lance Miller, Middlebury
- Terry Seitz, Jasper
- Michael Smith, Muncie
- Scott Smith, Danville
- Tom Spackman, Jr., Monticello
- Judy Zehner, Fort Wayne

Additional members:

- Randy Ballinger, Marion
- Allan Barnett, French Lick
- Bob Bedell, Indianapolis
- Rep. Jerry Denbo, French Lick
- Mark Bowersox, Indianapolis
- Peggy Hobson, Kokomo
- Rob Carter, Indianapolis
- Sen. Dennis Kruse, Auburn
- John Livengood, Indianapolis
- Linda Lytle, Madison
- Tim Worthington, Indianapolis
- Rep. Mike Ripley, Monroe
- Karl Browning, Indianapolis
- Sen. Connie Sipes, New Albany
- Michael Smith, Indianapolis
- Kenneth Surber, Waterloo
- Amy Vaughan, Fishers
- Jo Wade, Lafayette
- Lorelei Weimer, Chesterton
- Doug Weisheit, Rockville

The officers for Tourism Council are: Peggy Hobson, representing the Association of Indiana Convention and Visitors Bureaus, Vice Chair; Donna Christian, General Manager of Edinburgh Premium Outlets, Treasurer; and Terry Seitz, InterComm Group, Secretary.

The council meets four times a year. In 2007, IOTD offered the following programs during Tourism Council meetings:

March – Chad Sweeney, Executive Vice President and General Counsel for the Indiana Economic Development Corporation (IEDC), spoke to the group regarding incentives offered through IEDC and when they are applicable to tourism entities.

June – Bill Cook, Cook Industries, explained the recent renovation in French Lick and West Baden. He shared his passion and vision for Southern Indiana.

September – Joan Flinspach, President/CEO of The Lincoln Museum, discussed the upcoming bicentennial celebration of Abraham Lincoln and the Lincoln Commission's plans regarding the anniversary.

December – Josh Hallett, hyku, shared his expertise with the group in relation to the use of blogs for public relations, marketing, media, communication and branding.

Subcommittees of the Tourism Council

In 2007, the Tourism Council discussed many issues, including school start date, product development, agritourism, IOTD budget and marketing. A separate marketing committee continues to meet and specifically address the following:

- Discussed media campaigns for 2007
- Shared insights regarding e-mail blast campaigns
- Discussed IOTD publications

INDIANA OFFICE OF TOURISM DEVELOPMENT

Indiana Tourism Facts (D.K. Shifflet Domestic Travel Report 2006)

- Visitors spend \$9.86 billion annually in Indiana (19.8 percent increase from 2004)
- Indiana welcomes 62.8 million visitors annually (7.1 percent increase from 2004)
- Tourism supports 257,785 jobs in Indiana
- The average income for Indiana visitors is \$66,300
- 35 percent of all trips to Indiana are families
- The average length of a trip is 1.88 days

This study, which reflects activity in the 2006 calendar year, reports significant increases since 2004. Visitor spending is up 19.8 percent, annual visitors are up 7.1 percent and length of stay is up 8.2 percent. Indiana also set a new record high by claiming 2.02 percent share of the total U.S. overnight leisure market.

While these numbers prove that Indiana is gaining ground, IOTD still recognizes it has opportunities for continued growth. For example, the majority of Indiana's visitors are here to visit friends and relatives. IOTD can reach this audience with increased marketing efforts to Hoosiers. Also, while length of stay is up from 2004, it still is the shortest in its competitive set. IOTD can focus on how to lengthen the stay through its marketing and development efforts.

Strategic Plan

In December 2005, IOTD launched Destination Indiana: 2006 Strategic Plan. The plan outlined IOTD's vision, goals and scope of work promoting and working with the industry. In 2007, this plan was updated to reflect the accomplishments, and therefore revised goals, of IOTD. Below are the four main goals of IOTD and how IOTD has implemented tactics to achieve these goals.

1. Position IOTD as an alliance manager through the state.

IOTD works closely with convention and visitors bureaus across Indiana. They are the lead destination management and marketing organizations in 55 of Indiana's 92 counties.

IOTD staff participates in a variety of committees and meetings in order to promote partnerships and tourism throughout the state.

- Association of Indiana Convention and Visitors Bureaus (AICVB)
- Indiana Association of Museums
- Indiana Bed and Breakfast Association
- Indiana Hotel and Lodging Association
- Indiana Natural Resources Commission
- Indiana Restaurant and Hospitality Association
- Indiana Sports Corporation
- Indiana State Festivals Association
- Indiana Wine Grape Council
- Lewis and Clark Bicentennial Commission
- Indiana Abraham Lincoln Bicentennial Commission
- Indiana Historic Pathways, Indiana National Road Association and Ohio River Scenic Byway
- Oversight Committee, Artisan Development Project; Partnership with Indiana Arts Council (IAC), IOTD, Indiana State Department of Agriculture (ISDA), Office of Community and Rural Affairs (OCRA)
- Recreation Vehicle Indiana Council
- Regional Tourism Entities: Northern Indiana Tourism Development Commission, Eastern Region Tourism Marketing Co-op, Southern Indiana Regional Marketing Committee
- Tour Indiana
- Wabash River Heritage Corridor Commission

2. Create development programs to enhance existing attractions or create new attractions.

IOTD continues to leverage dollars to assist in the development of Indiana's tourism product. In 2007, IOTD initiated the Community Assessment Program and continued the Artisan Development Project.

- IOTD partnered with AICVB to develop the Community Assessment Program. Eleven qualified communities received \$5,000 toward the cost of a community assessment by Destination Development. The assessments will occur between April and November 2008.
- Funding for the Artisan Development Project was approved in 2007. OCRA provided \$350,000 to fund the project, first proposed by IOTD in 2006, for one year. The Oversight Committee, consisting of representatives from the four partner agencies (IOTD, IAC, ISDA and OCRA), hired Eric Freeman as project manager. The Artisan Development Project began January 2008.

3. Promote a strategic brand for Indiana.

IOTD will advance the brand through targeted marketing efforts. IOTD has continued to extend the brand's reach with the following:

- Image advertisements – IOTD has produced image ads that were placed in eight consumer magazines in 2007.
- Website – IOTD redesigned VisitIndiana.com and launched the new site in January 2007. Not only was the new brand incorporated, but research was used to ensure the site addressed IOTD's consumer needs.
- Research conducted by Strategic Marketing and Research, Inc. (SMARI) shows that the "Indiana: restart your engines" slogan and marketing campaign continues to positively impact awareness of Indiana as a travel destination. The increased awareness has improved Indiana's image on every attribute, including being a place that is considered fun, relaxing and full of places to discover.
- SMARI research also revealed that visitors who traveled to Indiana and were familiar with Indiana's tourism advertising stayed longer and spent more money.

4. Expand IOTD operating budget through creative partnerships.

IOTD partnered for the first time with MediaSauce, an interactive marketing company, in the summer of 2007 to launch a promotion – The Great Indiana Getaway. For more information, refer to Marketing Updates.

IOTD continues its partnership with the Indiana State Fair for Visit Indiana Day. In 2007, more than 50 industry partners participated in the event and manned booths along Main Street.

DEPARTMENT UPDATES

Development

- Initiated Destination Development Community Assessment Program
 - Distributed \$5,000 grants to 11 communities to help off-set cost of hiring Roger Brooks of Destination Development to conduct a community assessment
- Continued lead role in effort to initiate the Artisan Development Project (joint partnership with IAC, ISDA and OCRA)
 - Secured \$350,000 from OCRA to fund the project for one year
 - Hired Eric Freeman as project manager after extensive search and interview process
 - Started brand development efforts
- Served on the Indiana Abraham Lincoln Bicentennial Commission
 - Created IndianasLincoln.org website in Spring 2007
 - Chaired marketing subcommittee and served on public art subcommittee
 - Donated or subsidized more than \$70,000 in advertising space
 - Spearheaded effort to subcontract PR efforts to promote upcoming bicentennial
- Promoted Indiana to international travel market through partnership with Great Lakes of North America
 - Met with receptive operators at Splash Bash, April 2007
 - Attended Travel Industry Association's (TIA) Pow Wow, April 2007
 - Hosted German media FAM, April 2007
- Conducted three agritourism workshops and began development of an agritourism directory
- Monitored 2007 legislative process
- Chaired Tourism Signage Study Commission
- Served on the National Resources Commission

Marketing/Communications

- Launched VisitIndiana.com on January 1
- Indianapolis Media Marketplace – February 21
- Midwest Travel Writers Association Marketplace – April 11
- Tourism Appreciation Day at French Lick Resort Casino – June 13
- Trip to Meredith Corporation – June 20
- Visit Indiana Day at the Indiana State Fair – August 17
- Attended group travel shows
 - American Bus Association
 - Heartland Travel Showcase
 - National Tour Association
- The Great Indiana Getaway – July 5 – September 30
 - More than 90,000 users logged on to vote for their favorite Indiana getaway
 - More than 3,500 submissions were received for the getaways
 - In the first month, web traffic increased
 - Visits were up 170 percent
 - Absolute unique visitors were up 154 percent
 - Page views were up 213 percent
 - Time on site was up 51 percent
 - 119 press clips were received
- Launched spring and summer campaign
 - IOTD invested \$1,109,014.22 on media. This broke down into the following categories:
 - Television-\$507,559
 - Radio-\$288,813
 - Online-\$75,673
 - Print-\$236,967
 - The budget (except print) was split between two major campaigns: spring and summer. The print placements ran between April and September to bridge the spring and summer campaigns.
- Attended Midwest Travel Writers Association Conference – September
- Attended TIA Travel Leadership Summer – September 26-27
- Chicago and Cincinnati Press Trips – October
- Advertising Effectiveness Research conducted November
 - 76 percent of respondents correctly associated restart your engines with Indiana
 - Every attribute for Indiana's image improved from 2006. Action-packed, lively and exciting attributes rose .3, .2, and .2 respectively. These are the attributes that IOTD's marketing campaign focused on increasing.
 - Overall ad awareness was 55 percent
 - It cost IOTD \$0.29 to reach a household

- The highest performing market by awareness was Indiana, which rose 7 percent
- The economic impact on the paid marketing yielded an ROI of \$411
- Total economic impact on the paid marketing was \$382.7 million

2008 Meeting Schedule (All meetings begin at 10 am)

Thursday, March 6 (Indianapolis)

Thursday, June 19 (Columbus)

Thursday, September 18 (TBD)

Thursday, December 4 (Indianapolis)